

TOWN OF EAST WINDSOR

PLANNING & ZONING DEPARTMENT

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TOWN PLANNER LAURIE WHITTEN, CZEO, AICP

ZONING ENFORCEMENT OFFICER, NANCY RUDEK, CZEO

MEMORANDUM

TO: CRCOG

FROM: Laurie P. Whitten, CZEO, AICP *LPW*
Director of Planning and Development

DATE: February 8, 2012

SUBJECT: Proposed changes to Plan of Conservation and Development (POCD) regarding
Route 140 re-development

The Planning and Zoning Commission has come to the point of moving forward with new regulations and guidelines for the Route 140 corridor. This involves changes to our POCD and Zoning regulations.

Per CGS 8-23, we are forwarding the following information regarding proposed changes to our POCD for your review. Proposed changes to our zoning regulations will follow within a few weeks.

The PZC is proposing the following changes to the POCD, and is seeking the BOS's endorsement.

1. Adopt "Suggested Amendments for Plan of Conservation and Development" as recommended by consultant. [EXHIBIT #1] This redefines the Route 140 corridor as to
 - a) the types of businesses that would be most, possibly and least desirable; and
 - b) presents a guideline for "Principles and Standards for Business Development in the Route 140 Corridor" This section includes the results from the Visual Preference Survey [EXHIBIT #1A] conducted by the consultant, and the Design Preferences [EXHIBIT #1B] that resulted from the survey.
2. To revise the Proposed East Windsor Business Corridor Zoning Map [EXHIBIT #2] from the 2004 POCD, to include a Route 140 Corridor within the Northern Business Corridor. The route 140 Corridor will correspond with the sewer extension area to the eastern point of the existing Northern Business Corridor. The change is adding the red dashed line to depict the Rte 140 corridor within the Northern Business Corridor.

- 3 To revise the **Residential Growth Guide Plan** adopted into the POCD on June 16, 2006 to eliminate the Route 140 Corridor as an area for residential development. In other words, we will be demarcating the Route 140 Corridor as a “Non-residential area” which will disallow any residential development unless associated with mixed use development. **[EXHIBIT #3] is original map, [EXHIBIT# 3A] is amended**

Meanwhile, the PZC will be moving forward with adopting zoning regulations which reflect these goals and guidelines. It is anticipated that the Public Hearing for adoption of all of these changes (POCD and Zoning) will take place on **April 24, 2012**. Again, you should expect to see the proposed zoning changes within a few weeks

Suggested Amendments to Plan of Conservation and Development

Replace p. 3-24 (amendments to "Proposed East Windsor Business Corridor Zoning" map forthcoming):

Action: Expand Business Zoning on Route 140

Sewers have been extended along North Road (Route 140) to accommodate business development. The intent is to encourage uses which will:

- increase the tax base,
- provide jobs, and
- provide services and amenities to residents of the Town and the larger region.

To encourage business growth in the corridor, a new zone should be created. Environmental constraints (e.g., wetlands and poor drainage conditions) may pose challenges to development. To allow for business development while protecting natural resources and minimizing drainage impacts, the new zone could provide flexibility in meeting area and dimensional requirements. In addition, traffic should be carefully managed to minimize congestion and provide for safe and adequate access to properties. Ultimately, the process and regulations set forth in the new zone should provide for a fair and timely approval process while protecting community character, the natural environment, and public safety.

It should be noted that longer term, optimizing the economic opportunity for development may require the provision of water service and other utilities such as natural gas.

Types of Uses

Public input (at a September 2011 meeting on the corridor) provided guidance on desirable uses in the corridor.

Most Desirable	Possibly Desirable	Less Desirable
<ul style="list-style-type: none"> – Medical offices / facilities – Retail (small and medium sized) – Light industry / Research & Development – Offices – Services – Restaurants (sit down) – Veterinarian – Mixed use (residential over commercial) – Fitness center – Studios, non-profit class rooms – Indoor recreation 	<ul style="list-style-type: none"> – Retail (larger) – Outdoor entertainment – Indoor entertainment – Outdoor recreation – Government facility – Gas stations with no car sales 	<ul style="list-style-type: none"> – Lodges, inns – Open Space – Restaurants (high turnover) – Retail (very large sized)

Uses that should not be permitted in the Corridor: auto sales.

Principles and Standards for Business Development in the Route 140 Corridor:

In addition to the type of business, the following principles and standards should be addressed in the corridor:

1. Uses that likely make a greater contribution to the tax base are favorable. Those uses that contribute less might be acceptable in portions of the corridor, particularly if they are an accessory use to a higher tax-generating business (e.g., an outdoor recreation area associated with an office building).
2. A variety of uses is desirable. A variety of uses can:
 - a. help avoid a “cookie-cutter” or monotonous appearance to the corridor,
 - b. generate activity day and evening, weekdays and weekends, and all seasons of the year, and
 - c. collectively draw in more customers to patronize many of the businesses in the corridor which in turn could spur additional businesses (e.g., an office building that draws workers could spur the demand for a restaurant or services).
3. Some uses may only be appropriate in a very limited number or only in certain parts of the corridor due to possible traffic or aesthetic impacts. Larger buildings should be set back further from North Road to minimize visual impacts.
4. Frontage along North Road should retain a vegetated character. Where it is not practical to retain existing vegetation, frontage should be adequately landscaped.
5. Adequate and safe access to businesses should be addressed by minimizing the number of curb cuts and sharing driveways.
6. Development potential can be maximized and environmental impacts reduced by sharing parking areas where feasible.
7. Impacts to the environment and town character should be minimal (e.g., congestion, drainage, noise, and other impacts).
8. Building design is important. While residents viewed a wide array of building styles as desirable in the corridor (at the September 2011 workshop), there were common elements of building design that were favored. Two documents can provide guidance on favorable design in the corridor:
 - a. *Design Preferences*, [month, date adopted]
 - b. *The Visual Preference Survey Results*, September 15, 2011

These principles and standards should guide landowners as they develop plans for their property and guide the Planning and Zoning Commission when it reviews land use applications.

Route 140 Corridor, East Windsor

Visual Preference Survey Results

September 15, 2011

Overview

The East Windsor Planning and Zoning Commission (with the Economic Development Commission) conducted a Visual Preference Survey on September 15, 2011. The survey results are intended to guide the Commission as it updates zoning regulations to accommodate business development in the Route 140 corridor.

This report summarizes key findings and design principles that emerged from the workshop along the survey results.

Survey Process

As attendees entered the meeting room they were provided with 2 chips and asked to vote on which topics they wished to talk about. Results were:

- What will I see from the road (streetscape) – **6 votes**
- How will the buildings be arranged on a site (layout) – **11 votes**
- What will the buildings look like – **13 votes**
- What will be in the buildings (uses) – **43 votes**

Attendees then participated in visual preference surveys for the two categories that received the most votes.

Participants rated each item on a -3 to +3 scale with negative being unfavorable and positive being favorable. They were also asked to write down comments about each image. The image score in this booklet is the sum of all ratings. After scorecards were collected, attendees discussed favorable and unfavorable aspects of the images.

In total, 41 people participated in the survey on Uses and 46 participated in the survey on buildings.

Based on a show of hands, the audience included members of local boards and commissions, residents, and corridor property owners. Almost all indicated that they travel along the Route 140 corridor at least a few times per week.

When thinking about the future of Route 140, what do you think is the most important?



What will I see from the road?

How will the buildings be arranged on a site?

What will the buildings look like?

What will be in the buildings?

Which 2 questions do you think we should talk about tonight?

**Vote using your chips.
Only use 1 chip per box.**



Highlights

Uses

Attendees generally based their assessments of desirable uses on the following:

- Economic benefits – taxes, jobs, whether the use might attract customers who would patronize other businesses
- Practical – what will fit on the land, whether there is demand for the use
- Quality of life – whether the use adds to the community, fits the Town's or corridor's character, provides services or amenities
- Possible negative impacts – traffic, noise, appearance

Based upon the written comments and discussions at the meeting, three zoning considerations emerged:

- Mix Uses – Residents suggested mixing uses on parcels and within the corridor in order to address traffic, to create a synergy where a variety of uses feed off of one another, and to avoid having too many of one use / certain uses
- A one-size-fits-all zoning approach may not be the best approach for two reasons in particular:
 - The corridor includes small parcels and very large parcels. While larger parcels might offer a greater opportunity for buildings and uses that generate a greater taxes, the regulations must allow viable opportunities for smaller parcels also.
 - Residents do not want to see an abundance of one or two uses along the corridor. A number of uses were rated as desirable, so long as they only occurred in limited numbers.
- Placement of uses – Certain uses (especially uses that might entail larger buildings) should be set back further from the road. Meanwhile, retail-type uses are appropriate closer to the road.

Building Design

Overall, attendees seemed fairly accepting of a range of building styles, size, scale and design. Given the low number of people who "voted" for discussing building design at the beginning of the meeting and this wide acceptance of a range of building design, design appears to be a secondary consideration when planning for the future of the corridor. Having said that, some concepts and principles did become evident.

In many cases, attendees gave "conditional ok's" – i.e., a building is acceptable only if:

- it is for certain uses ("ok if for medical use" was commonly written"),
- it is located to the rear of a property, or
- there are only 1 or 2 of similar type buildings in the corridor.




Some design principles emerged:




- Landscaping is important
- Buildings are preferred to be set back from the road
- Pitched roofs, gables, varying rooflines seemed more important than the size or scale of the building




Full Results


Uses: Positive Scores (highest possible score is 123)




Bold comments means multiple people made similar comments.

Score: 91	Score: 81	Score: 73
91 Medical Offices - smaller 	81 Retail - medium 	73 Light Industry / R&D 
<p>WHY: Yes but in limited numbers, can attract other uses, fills a need, practical, maintains community environment, good use of land, jobs, capitalize on a growing sector, taxes</p> <p>WHY NOT: too late – already in other communities, traffic</p>	<p>WHY: Retail is good, fits the community, attracts people from outside town, works well on smaller parcels, not excessive competition, allows for larger uses / more opportunities, tax base, fills need, good to mix this type in the corridor</p> <p>WHY NOT: Ok but too small, traffic</p>	<p>WHY: Jobs, tax base, ok but prefer if in a business park, gives landowner best use of land, good use, may fit well in area, prefer in rear of parcels</p> <p>WHY NOT: traffic, area will look industrial, takes away from farming feel</p>
Score: 72	Score: 67	Score: 64
72 Offices - small/medium 	67 Services 	64 Restaurants - Sit Down 
<p>WHY: Yes, but in limited quantity, mix with other uses; brings outside people to town, allows flexibility, small business opportunities, traffic is low, jobs, needed, useful, professionals will bring more money to town</p> <p>WHY NOT: prefer retail, not enough tax revenue</p>	<p>WHY: but in limited quantities / mixed with retail, brings people to community, there's always a need, good benefit to community, fits area, jobs</p> <p>WHY NOT: not unique, already exists / oversaturated, doesn't generate pedestrian traffic</p>	<p>WHY: Very desirable, there's a need, brings people to town, community-based, supports retail, yes but in limited amounts / as part of a mix of uses</p> <p>WHY NOT: Too many, questionable, traffic</p>

Score: 60	Score: 60	Score: 58
60 Medical Facilities - larger 	60 Veterinary 	58 Mixed Use 
<p>WHY: yes but in limited amounts, capitalize on proximity to Hartford & Springfield, there is a need, tax base, jobs, good use of land, sector projected to grow</p> <p>WHY NOT: demand already being met elsewhere, too overpowering, traffic, not economically feasible</p>	<p>WHY: need, unique, no traffic, yes but limit amount of animal housing, good use, community-based, fits with farming feel, tax base</p> <p>WHY NOT: not for people, not a good use here</p>	<p>WHY: Pasco's works, good use, captive customers, best option possible, could work in some areas, creates a community / self-sustaining community, small business opportunities, ok so long as minimal impact on municipal services, taxes, ok if not too big, environmentally-friendly, people living here puts eyes on street</p> <p>WHY NOT: Don't want residential, does not belong on busy road</p>

Score: 48	Score: 40	Score: 35
48 Offices - larger 	40 Retail - smaller 	35 Fitness Centers 
<p>WHY: Yes, but in limited amounts, prefer single tenant for stability, there is a lack in town, brings in people from other towns, can have lots of tenants / good for smaller businesses, tax base, good fit, good location for this, but not too large or it won't fit rural setting, jobs, yes if medical; will bring workers with money to spend</p> <p>WHY NOT: Too big, not as flexible for new business, traffic, not practical, ugly</p>	<p>WHY: Retail is good / good for community, would fit in tight areas / wetlands, appeals to small town feel, self-employment opportunities, like small businesses, fits area, ok but limit amount and manage traffic, can have more if smaller, easier to re-tenant</p> <p>WHY NOT: Already have, limited tax base, too small, too many curb cuts, would need more police / fire, too many strip plazas already</p>	<p>WHY: ok if building looks ok, active lifestyle, non-peak traffic, prefer a larger one, good fit for community, good for commuter traffic, creates customer traffic, taxes</p> <p>WHY NOT: not needed, traffic, they fail too often, uses up too much land</p>



Score: 31	Score: 27	Score: 14
31 Studios, Class Space (for-profit) 	27 Indoor Recreation 	14 Retail - larger 
<p>WHY: Brings people here, small foot-print, good for the community / culture</p> <p>WHY NOT: poor tax base, not needed, buildings usually bland, not enough jobs, not best use, belongs elsewhere</p>	<p>WHY: unique, ok but there are better uses, brings people to town / gets people out, ok if limited quantities, like bowling, organized functions could bring business to town, good activities near residential areas, nice addition to town, promotes physical activity, interesting, ok if not too big, taxes, not affected by seasons</p> <p>WHY NOT: Poor tax base, many in other towns / no demand, not right here / not suitable</p>	<p>WHY: Retail is good, tax base because larger, brings outside people in / new customers, flexible so more opportunities / higher end tenants, good for larger parcels, jobs, people in town have said they want more</p> <p>WHY NOT: Don't need, not rural, traffic / 2 lane road, need is met elsewhere, overpowering / too big, parking issues, not practical</p>




Score: 14	Score: 13	Score:
14 Outdoor Entertainment 	13 Indoor Entertainment 	13 Outdoor Recreation 
<p>WHY: great idea / nice balance to corridor / nice addition to community, passive, family-style, brings customers to town, ok if way off the road</p> <p>WHY NOT: Wrong setting, no tax base, noise, there are better uses of the land, traffic, not sure if it would work, would need police, not year-round</p>	<p>WHY: not found nearby / brings people here, complements other uses / good if part of mix, nice addition to community, great use for corridor, yes if combined with outdoor entertainment</p> <p>WHY NOT: Poor tax base, poor jobs provider, not right for this area, have vacant theater / too much already / no demand, prefer outdoor entertainment</p>	<p>WHY: ok for less desirable land, family recreation, brings people here / gets people out, good for organized functions, easy highway access, nice addition to community, fits rural / small town community, good way to handle wetlands</p> <p>WHY NOT: not the best use of the land, low taxes, not the right area, environmental impacts, not needed, seasonal use</p>



Score: 2
<p>Government Facility</p> <p>WHY: jobs, involved in community, yes so long as PILOT revenue, good tenants, but no prisons</p> <p>WHY NOT: No taxes, should be shrinking government, not needed</p>

Uses: Negative Scores_ (lowest possible score is -123)

Bold comments means multiple people made similar comments.




Score: -9	Score: -19	Score: -25
-9 Hospitality 	Open Space	-25 Restaurants - High Turnover 
<p>WHY: good if with a mix of uses, taxes, brings customers to town, ok of far from road, ok if higher end, ok if there is a need, ok if no more than 4 stories</p> <p>WHY NOT: already have, belongs elsewhere, no demand, not practical, would increase demands on police & fire</p>	<p>WHY: ok if a part of the corridor / part of a development, community-based, makes use of wetlands, ok if for walking, adds to ambiance</p> <p>WHY NOT: No taxes, not best use, not needed – wetlands will result in open spaces, not right place for open space, have plenty</p>	<p>WHY: if part of a mix of uses, taxes, limited amount ok, useful, ok if closer to I-91</p> <p>WHY NOT: already have, traffic, not good use, not good for sewers, appearance, trash, same old, not the best location for it, not a good use of the land</p>




Score: -25	Score: -34	Score: -38
-25 Retail - very large 	-34 Auto Sales / Services 	-38 Town Houses 
<p>WHY: Taxes, creates a central hub, brings in people to the town, takes advantage of large parcels, jobs, the need is there</p> <p>WHY NOT: Not rural, no need, too big, traffic, in other towns / elsewhere, overkill, big empty building if it doesn't do well, not practical, ugly</p>	<p>WHY: could use some in this area, ok if limited in quantity, needed service, practical, this use does well in town, proximity to I-91 may make attractive, complements existing commercial base, taxes</p> <p>WHY NOT: Too much in town already, not a good use of space, prefer professional uses, eyesore</p>	<p>WHY: ok if needed but prefer business or industrial, usually owner-occupied, yes but watch the traffic, high-end, taxes, ok for rear of parcels, a few are ok</p> <p>WHY NOT: not best use of land, belongs elsewhere, too much residential already, cost for municipal services, not marketable</p>




Score: - 59	Score: - 77
<p>-59 Multifamily</p> 	<p>-77 Single Family Houses</p> 
<p>Why: good from a sewer perspective, yes if bedrooms limited, yes if in rear, ok if high-end, taxes</p> <p>Why Not: not best use of the land, does not belong on busy road, transient residents, have enough, would need water and gas to support, developers not vested once built, requires too many municipal services, afraid it will be low-income housing, no tax benefit</p>	<p>Why: owner-occupied, provides revenue, ok if good quality, ok in small portions of corridor</p> <p>Why Not: not best use of land, does not belong here, not good return on sewer investment, cost for municipal services, prefer mixed use or town houses, no resale value, not a good area for kids to play</p>

Buildings: Positive Scores (highest possible score is 138)




Bold comments means multiple people made similar comments.




Score: 78	Score: 64	Score: 63
		
<p>WHY: appealing look, nice, fits our image, stately, interesting, has some street appeal, New England style, ok for medical</p> <p>WHY NOT: railing look, entryway too busy looking</p>	<p>WHY: pleasant, varying façade / styles, looks like a house, New England look, historical look, nice architecture, interesting mix, overall look, windows</p> <p>WHY NOT: changing architecture</p>	<p>WHY: overall look, windows, inviting, colonial, rural, style, design elements, upscale New England, colors, nice, interesting</p> <p>WHY NOT: too much / too busy, fake 3rd level, yellow, siding, too many windows, no setback, looks residential, not East Windsor</p>




Score: 62	Score: 60	Score: 55
		
<p>WHY: overall appearance, New England look, nice, ok in campus setting, awnings, good mixed use, style, design elements, urban/rural look</p> <p>WHY NOT: looks residential, overall architecture, urban, bushes, metal roof, a bit boxy, needs a wrap-around porch, too much</p>	<p>WHY: nice, reasonably attractive, good mixed use building, ok if to rear of parcel otherwise imposing, interesting lines, awnings help, like lighter color</p> <p>WHY NOT: too many lights, feels beachy, too big, busy, not enough green and too much sidewalk, unsure about awnings</p>	<p>WHY: good for year round farmers market, nice, ok if with other structures, unique, rural feel, good fit, focal point, friendly looking, New England style</p> <p>WHY NOT: barn, too rural</p>




Score: 52	Score: 50	Score: 50
		
<p>WHY: appealing, nice looking, variety, parking, rural feel, roof, chimneys, access, warm feel, nice layout</p> <p>WHY NOT: color, cookie cutter, feels fake, expensive to build, needs better depth and trim, needs more greenery</p>	<p>WHY: ok if medical, pleasant, appealing, professional, stately, up-market yet friendly, comfortable, brick, trees, good setback</p> <p>WHY NOT: look, too long</p>	<p>WHY: covered walks, nice, ok for mixed use</p> <p>WHY NOT: plain, something's missing, overall look</p>




<p>Score: 47</p>  <p>WHY: nice look, cupola, good statement / has a purpose, stately, fits a rural community, ok in limited amounts, overhang, seems convenient, colonial style</p> <p>WHY NOT: big, lack of signage, flat roof, industrial looking, drab</p>	<p>Score: 45</p>  <p>WHY: fits community, dormers, 2 stories, traditional, rooflines, nice / like the look, comfortable, business-like, mixed use, front porch, overall character</p> <p>WHY NOT: dormers too small, average, not appealing</p>	<p>Score: 43</p>  <p>WHY: pleasant, friendly-looking, interesting, nice architecture, all around nice, unique, gables, fits community</p> <p>WHY NOT: too much, roof a little busy, overall look, no color, basic, contemporary, overhang</p>
<p>Score: 43</p>  <p>WHY: look, dormers / roofline, cute, hometown feel, colors, inviting, parking, looks New England</p> <p>WHY NOT: needs more landscaping, too common, mix of styles, too small</p>	<p>Score: 41</p>  <p>WHY: pleasing structure, like upper level look, interesting, nice depth, ok of placed properly, nicely done for a large building</p> <p>WHY NOT: too crowded / busy, prefer flowers over trees, looks like a resort that belongs elsewhere</p>	<p>Score: 40</p>  <p>WHY: Dormers, 2 stories, nice, small town feel, farm look, interesting, landscaping, New England look, character</p> <p>WHY NOT: Not a good fit here, silo, bland, no color, unappealing</p>
<p>Score: 40</p>  <p>WHY: some appeal, fairly attractive, fits the town, appealing entrance, trees, arch</p> <p>WHY NOT: old style, arch, not enough landscaping, not a durable building, imposing</p>	<p>Score: 38</p>  <p>WHY: like look, interesting, landscaping, friendly-looking</p> <p>WHY NOT: boxy, not rural, flat roof, not well landscaped</p>	<p>Score: 37</p>  <p>WHY: buildings right on street, colors, has appeal, tree, ok on limited basis, warm feel, windows, store fronts, clean</p> <p>WHY NOT: too busy looking, flat roof, urban, boring</p>




<p>Score: 36</p>  <p>WHY: Porch-look, nice</p> <p>WHY NOT: overall style, siding, scale seems off, bulky / boxy, drab color, too big</p>	<p>Score: 30</p>  <p>WHY: nice, like size, varied roof-lines, nice if set back, nice strip mall with offices</p> <p>WHY NOT: too much, façade is too flat, not approachable, too much vinyl siding, too big</p>	<p>Score: 30</p>  <p>WHY: canopy makes building look inviting, interesting look, urban but still rustic, ok in campus setting, classy, will only improve with age, some appeal, like New England mill look, durable</p> <p>WHY NOT: institutional / industrial looking, urban, too upscale and modern, a bit cold, too much brick, flat roof, too square</p>
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<p>Score: 28</p>  <p>WHY: overall look, hometown feel, New England look, big windows, old time look, yes if painted a bright color, could fit in area</p> <p>WHY NOT: beachy / weathered look, looks like a tenement, too close to road, needs something to add interest, too rustic, overall look, needs more greenery</p>	<p>Score: 28</p>  <p>WHY: good but not too many, look, variety, classic, visually interesting, awnings, parking</p> <p>WHY NOT: look, plain, strip mall, too much front parking, doesn't fit town</p>	<p>Score: 27</p>  <p>WHY: homey, like the gables, fits the area, New England feel, nice depth, good use, nice</p> <p>WHY NOT: overwhelming, crowded, too busy, won't hold up over time, looks residential, doesn't belong here, color</p>
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<p>Score: 22</p>  <p>WHY: nice lines, attractive, covered porch, ok if only 1 or 2, great use of space, stately, nice building, could work if medical</p> <p>WHY NOT: overall look, big and spawling, roof, institutional look</p>	<p>Score: 19</p>  <p>WHY: Inviting, visually interesting, parking, signs, ok if only one in corridor, variation in height, broken-up façade, New England materials</p> <p>WHY NOT: front parking, strip plaza, generic, too commercial, too long</p>	<p>Score: 19</p>  <p>WHY: good fit, rural feel, landscaping</p> <p>WHY NOT: overall look, too much, plain, big, not enough windows, look won't hold up over time, monolithic</p>
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<p>Score: 19</p>  <p>WHY: windows, excellent in rear of parcel, look will hold up over time, contemporary, inviting, good for offices, pleasant</p> <p>WHY NOT: sterile, institutional or industrial looking, boxy, urban, looks like parking garage, flat roof, landscaping, overall look</p>	<p>Score: 18</p>  <p>WHY: pitched roofs, decent, character, windows warm up the building, attractive</p> <p>WHY NOT: plain, overall look, too big</p>	<p>Score: 17</p>  <p>WHY: look, good but not too many, character, front walkway, friendly-looking, not too strip mall-like</p> <p>WHY NOT: too symmetrical, cookie cutter, metal roof, strip plaza, no depth, lot is too small, no landscaping, look</p>
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<p>Score: 16</p>  <p>WHY: look, inviting, has character, simple</p> <p>WHY NOT: look, window frame, strip mall look, too busy looking, boring</p>	<p>Score: 15</p>  <p>WHY: Professional, good setback, good for light industry, appealing, lawn, nice looking building</p> <p>WHY NOT: Look, boxy, plain, factory-looking, flat roof</p>	<p>Score: 13</p>  <p>WHY: professional building, ok for rear lot, like single entrance large building, excellent design, interesting, nice, windows</p> <p>WHY NOT: dull, urban, office park look, too much glass, overall look, too industrial, too boxy</p>
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<p>Score: 12</p>  <p>WHY: Hometown / rural feel, like look, like color, better than a strip plaza, good for small parcels, low profile, simple</p> <p>WHY NOT: Doesn't fit, looks like a house, too small, no handicap access, color, too simple, prefer 2 story for tax base, too much land for a small building</p>	<p>Score: 9</p>  <p>WHY: ok for medical use, well-hidden big box, fits the town, stately, nice, professional</p> <p>WHY NOT: overall look, old looking, looks like a hotel or apartments, plain</p>	<p>Score: 5</p>  <p>WHY: professional, varied levels, ok in the rear of a lot</p> <p>WHY NOT: façade, overall appearance, bland, institutional looking, metal roof, mix of materials</p>
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Score: 4



WHY: ok if for medical, nice building, clean and substantial, large and single entrance, tasteful, modern, usable, ok if in rear of property, good use of space, brick

WHY NOT: too much, unsure about arches, dull, unappealing, too industrial looking, cold, austere, too commercial looking

Buildings: Zero and Negative Scores_ (lowest possible score is -138)

Bold comments means multiple people made similar comments.

Score: 0



WHY: windows, single entrance large building, height

WHY NOT: too boxy, **dull**, too much glass, too much with trees, too big

Score: 0



WHY: practical, classic freestanding building, quaint, residential look, inviting, ok for commercial, like the light post




WHY NOT: boxy, too small, plain




Score: -3









WHY: would look great here, different, ok on rear of property, well done, single entrance large facility, **clean style**, **glass**, landscaping, contemporary



WHY NOT: **urban**, modern, sterile, huge but better than concrete, too much, flat roof, too much glass

Score: -3	Score: -6	Score: -11
		
<p>WHY: like the pillars, clean, street appeal, not small, look, easy access, like stone</p> <p>WHY NOT: plain, unappealing façade, looks institutional, looks residential, looks like strip plaza</p>	<p>WHY: parking and access, ok for commercial</p> <p>WHY NOT: Bulky, roof, wasted space, dark, needs more windows, look, lack of style</p>	<p>WHY: big, ok if in rear of property, sleek, well done modern building, single entrance large facility, clean lines, berm</p> <p>WHY NOT: too industrial / commercial, boxy, too modern, overall appearance, concrete, cold, lack of architecture, urban, flat roof, too linear</p>

Score: -11	Score: -11	Score: -14
		
<p>WHY: can create continuity, good size / scale, parking / access, visually interesting</p> <p>WHY NOT: look, institutional, doesn't fit town, boxy, too long, redundant looking, bland</p>	<p>WHY: Set back from road, roofline, historical look, has character, parking, nice layout, friendly-looking</p> <p>WHY NOT: look, plain, dark, takes up too much space, doesn't fit town, too rustic, needs landscaping</p>	<p>WHY: rural feel</p> <p>WHY NOT: looks residential, boxy, overall look, roof color, metal roof, plain, drab, not professional</p>

Score: -17	Score: -18	Score: -18
		
<p>WHY: high end, pleasant, professional, good colors, good design, classy looking</p> <p>WHY NOT: Not a good fit for area, very square, cold, urban, flat roof, overall look, too upscale and modern, not New England</p>	<p>WHY: maybe if away from road, modern, functional, ok for manufacturing / warehouse, appealing look</p> <p>WHY NOT: Concrete, boxy, overall look, cold looking / industrial looking, better with more windows, flat roof, not on Route 140, urban, need more trees</p>	<p>WHY: country / fits farm image, utilitarian, cupola, good parking</p> <p>WHY NOT: garage, not appealing, plain, don't like façade, looks like strip mall</p>

Score: -19	Score: -22	Score: -41
		
<p>WHY: access, parking, not over-bearing</p> <p>WHY NOT: look, boxy, too commercial / franchise look, overall design, cookie cutter, roof, too loud, blah, sterile, strip plaza</p>	<p>WHY: clean, not too small, stately, yes if for business</p> <p>WHY NOT: looks like a school / institution, plain, not a fit, flat roof, already have, boring</p>	<p>WHY: ok for medical, professional</p> <p>WHY NOT: look, plain, boxy, strip plaza, roof, no architectural style</p>

Score: -45	Score: -46
	
<p>WHY: ok if mixed use, rural feel, good fit</p> <p>WHY NOT: boxy, bland, too close to street, unappealing look, doesn't fit town</p>	<p>WHY: ok if for small business, bigger than others</p> <p>WHY NOT: look, too commercial, bulky / box, sterile, roof, dark</p>



Planimetrics

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Design Preferences

Route 140 Corridor, East Windsor

DRAFT FOR REFERRAL TO
CRCOG/BOS 2/8/12

PUBLIC HEARING TO BE HELD
APRIL 24, 2012

Background

In 2011, the East Windsor Planning and Zoning Commission undertook a study to determine appropriate zoning and design considerations for that section of Route 140 where sewers are being extended. The intent is to encourage business development while maintaining the corridor's character and minimizing traffic and environmental impacts.

On September 15, 2011, the Planning and Zoning Commission and Economic Development Commission held a "Visual Preference" Workshop, where attendees rated over 50 buildings based on whether they would like to see similar styled buildings along Route 140. The results provided insight into what styles and design features are valued in the community. While there appears to be acceptance of a wide array of uses, building type, and size, common values emerged and are incorporated into this design guide.

For the detailed results, refer to the "Visual Preference Survey Results."

Purpose

This document includes building designs and styles to encourage and those that should be discouraged. It is intended that landowners and prospective developers will review this document prior to designing new buildings or additions and improvements to existing buildings. The document is also intended for use by the Commission as it reviews development applications in the corridor.

ENCOURAGE...



- Peaked roof
- A large building that does not look large:
 - gables break up roof massing
 - building massing is broken into smaller sections
- Details – round windows, cupolas, columns
- Building mounted sign can be clearly seen, but blends with architecture and does not overwhelm



- Variation:
 - mix of roof types, yet coherent style
 - different façade materials
 - varying window styles, yet consistent in size / scale
- Overall “New England” feel
- Appropriately placed and scaled signs



- Mixed-use look, with commercial feel to first floor and office / residential feel on upper floors
- First floor façade is mostly windows
- Upper story windows are residentially-scaled (and are smaller than first floor windows)
- Awnings create an inviting look and are appropriately placed (i.e., each window bay has its own awning)



- Covered walkway adds to appearance, breaks up an otherwise flat façade, and is practical to protect pedestrians from the elements
- Details – chimneys, window shutters, columns
- Building massing is broken up by recessing middle portion of building



- "Rural" feel
- Gables and chimneys break up the roof massing
- Consistency in windows and signs



- Covered walkway helps prevent a monotonous feel and diverts attention from the flat roof
- Details – windows above entryway, cupola, brick columns, make for an interesting building
- Unique – does not look "cookie cutter" or have typical "franchise" appearance

Additional design elements to encourage:

Overall Site Layout:

- Buildings generally should be oriented so that the facade faces Route 140. If the building cannot be oriented in this manner, then there should be no blank walls visible from Route 140.
- Loading areas, garages, trash containers, and other accessory functions should be behind or to the side of the building and screened from public view. Utilities and mechanical structures should be hidden appropriately.
- Landscaping between the façade and street can create a welcoming feel. Use front yard landscaping to enhance the overall appearance from Route 140.
- Use natural features to conceal parking areas, such as slopes, existing vegetation, etc.

Signs and Awnings:

- Signs should be of compatible style, materials and color of the building.
- Building mounted signs and awnings should not obstruct or cover architectural features.
- Sign colors should be muted with the background and lettering contrasting. Avoid using more than 4 colors.
- Coordinate size, placement, color and overall design of signs and awnings when there are multiple businesses in a building. But provide some variation to avoid monotony.
- Awnings should not span numerous window bays or store fronts.

Buildings:

- Any side of the building that can be viewed by the public should have windows.
- When a building width exceeds 50 feet, break up the massing using techniques illustrated on pages 2-3 (variable facades, staggered setbacks, etc.)
- Break up roof massing with dormer windows and gables.
- Avoid flat roofs on 1 to 3 story buildings.
- Generally, upper story windows should be smaller than first story windows and of residential scale. Larger, corporate style office buildings may be the exception.
- Conceal roof-mounted equipment such as HVAC, exhaust fans, etc.



Landscaped front yard with parking to side and rear.



Well screened utilities.



Smaller, residentially-scaled upper story windows.



Signs are similar in size and placement, but unique.

AVOID...



- Lack of architectural detail
- Boxy, plain
- Flat roof on a one story building



- Low pitched roof on a one story building
- Lack of symmetry in door and window placement
- Pavement goes right up to the building



- Lack of windows on sides visible to public
- Lack of landscaping
- Visible roof-top equipment



- Garage facing front of building
- Signs cover windows and hide front façade
- Lack of buffer between entrance and parking spaces



- Roof overwhelms building – too high pitched for a one story building.
- Lack of windows



- Mixing of styles that does not blend well

EXHIBIT #2

Proposed East Windsor
Business Corridor Zoning

ADD

Legend

Conceptual Business Zones

- Core Industrial
- Northern Business Corridor
- Route 140 Corridor
- Southern Business Corridor
- Warehouse Point Village
- Central Business Corridor

Business and Industrial Zones

- Business 1
- Business 2
- Industrial
- Transition Zone

Non-Commercial

- Residential and Agricultural

3,000

Feet

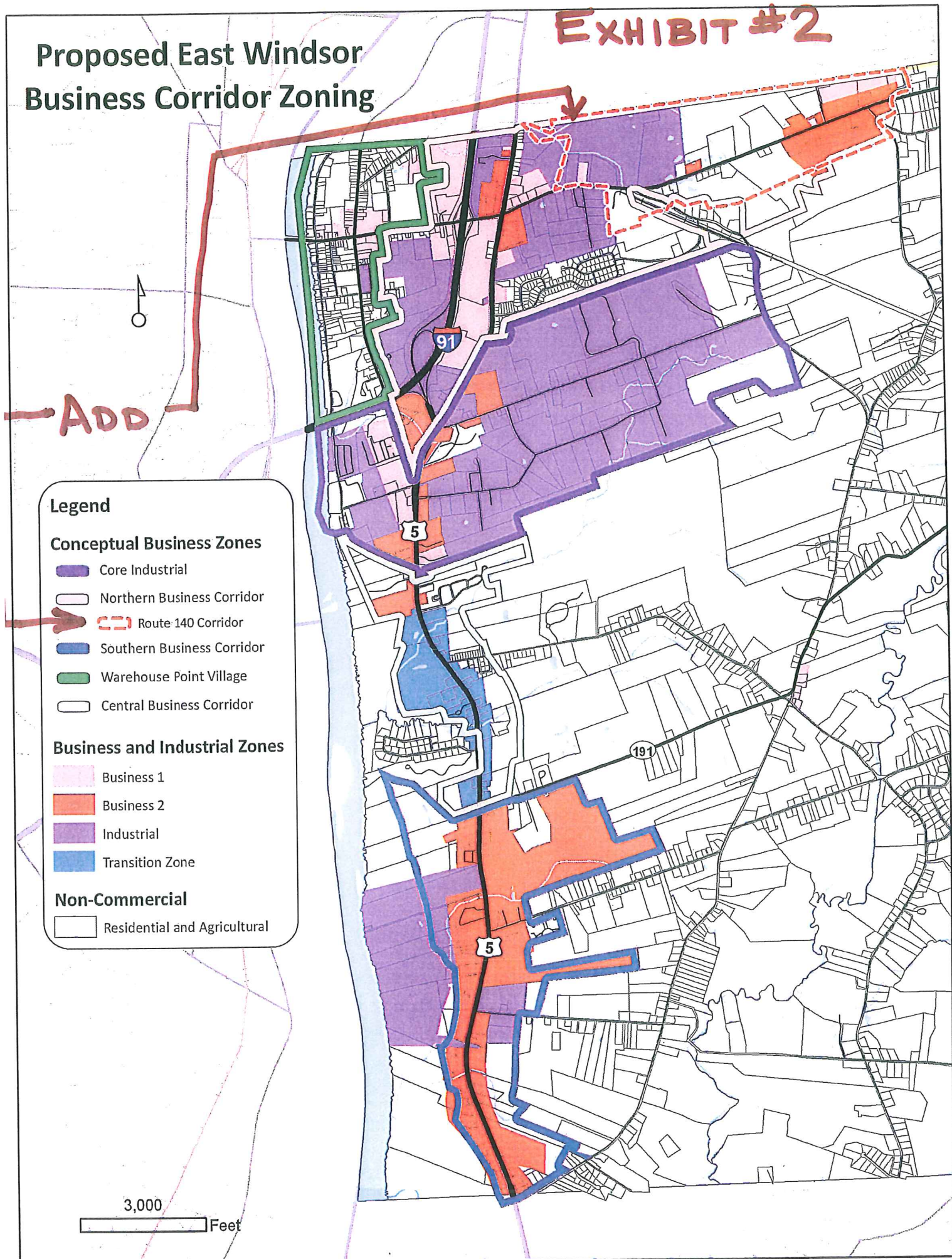


EXHIBIT #3

Residential Growth Guide Plan

Town of East Windsor, CT

change to grey

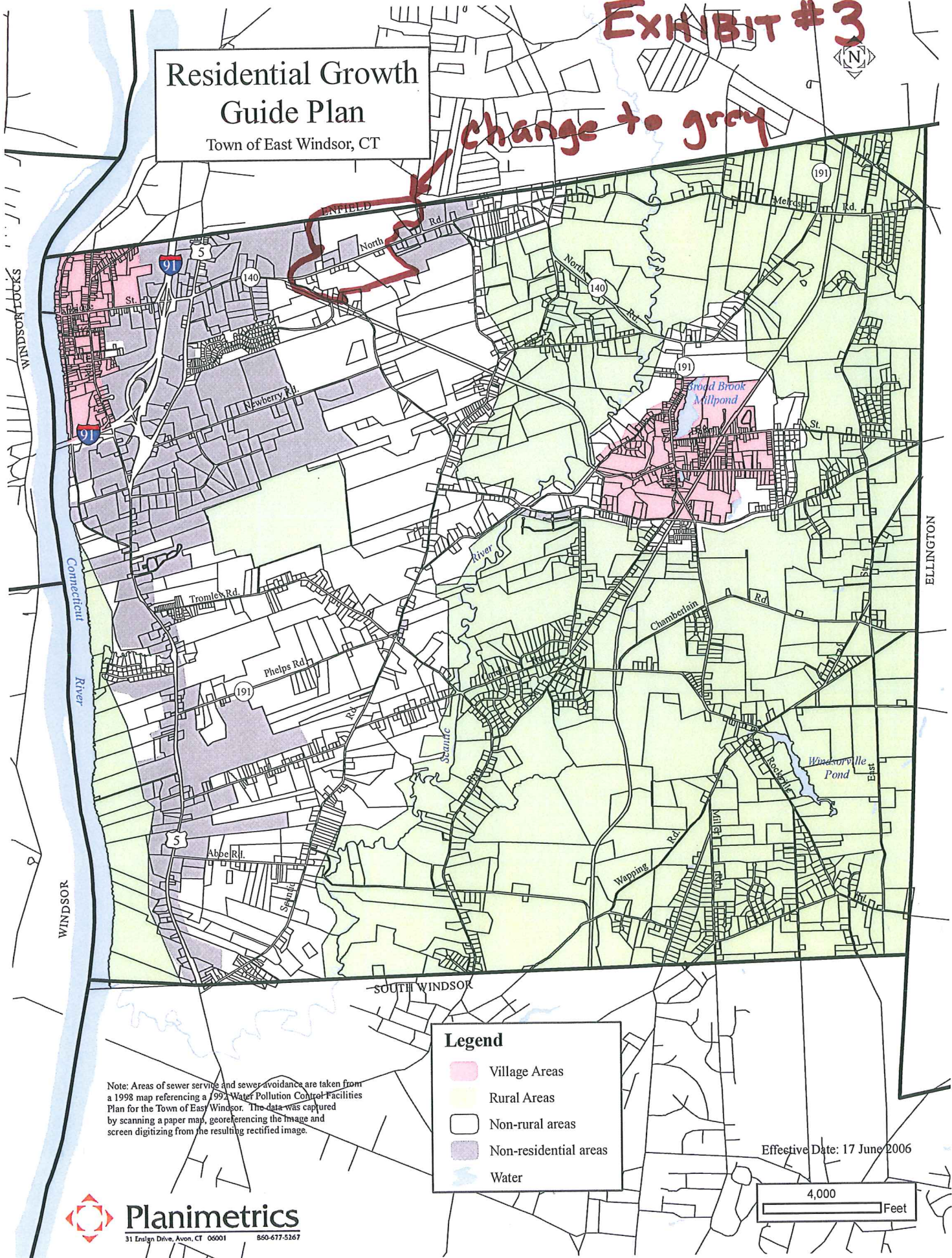
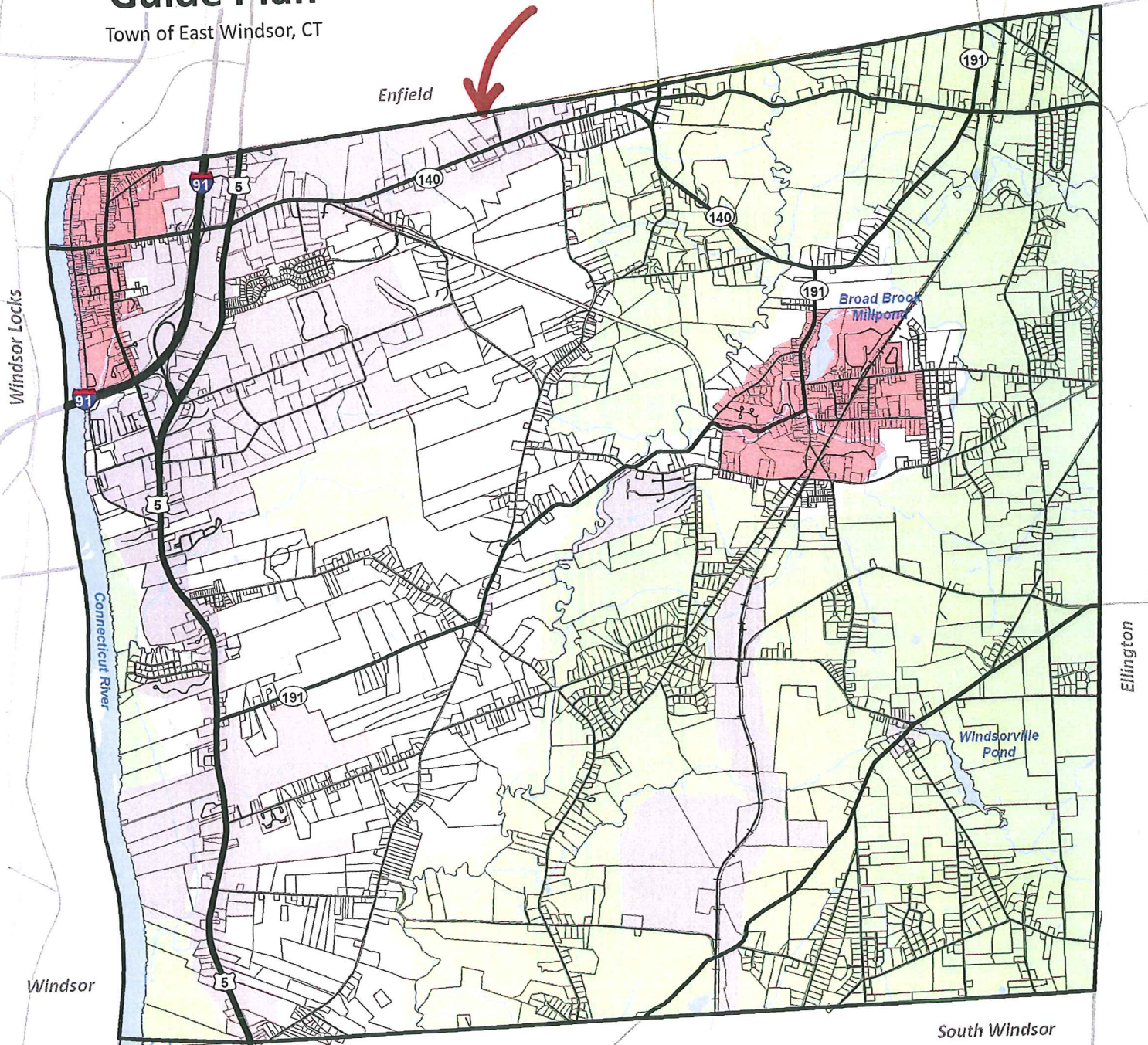


EXHIBIT #3A

Residential Growth Guide Plan

Town of East Windsor, CT



Legend

- Village Areas
- Rural Areas
- Non-rural Areas
- Non-residential Areas
- Water

4,000

Feet